

Unit Title: Sustainable Tourism Planning and Development	Unit Code: STPD
Level: Advanced Diploma	Learning Hours: 210
Learning Outcomes and Indicative Content:	
Candidates will be able to:	
<ol style="list-style-type: none"> 1. Critically analyse the process of tourism development and associated impacts <ol style="list-style-type: none"> 1.1 Recognise the key stages within the process of tourism development at a destination, at both national and international levels 1.2 Recognise the differences in the tourism development process in mature and new tourism destination areas 1.3 Recognise the impact of tourism development on all key stakeholders 2. Demonstrate questioning knowledge of tourism and conservation planning, in particular land-use designations such as national parks, country parks and nature reserves <ol style="list-style-type: none"> 2.1 Recognise the main characteristics of tourism and conservation planning 2.2 Understand the scope and purpose of national parks 2.3 Understand the scope and purpose of marine parks 2.4 Recognise the scope and purpose of other park designations – country parks, nature reserves 2.5 Recognise the positive and negative impacts of designating an area as a national park or similar on key stakeholders – local community, local businesses, local government, visitors 3. Apply the principles of strategic marketing to environmentally-sensitive destinations and attractions <ol style="list-style-type: none"> 3.1 Define strategic marketing as a concept 3.2 Recognise the long-term implications of a strategic approach to destination marketing 3.3 Recognise the threats to environmentally-sensitive areas of over-visitation 3.4 Recognise the implications of capacity management for the marketing of a location 3.5 Recognise the pressures for short-term development and marketing approaches in the TTH sector 4. Assess issues surrounding sustainable development and sustainable tourism principles and policies <ol style="list-style-type: none"> 4.1 Define sustainable development 	

- 4.2 Recognise differing definitions of sustainable tourism and sustainable tourism development
- 4.3 Understand the key debates surrounding the use of the concept of sustainability in the context of TTH
- 4.4 Assess the implications of sustainable tourism practices in the context of both developed and developing economies

5. Demonstrate critical understanding of the nature of a sustainability-based approach to tourism planning and the essential role of the community in tourism planning

- 5.1 Recognise the implications of the application of sustainable tourism principles to planning and development in TTH
- 5.2 Understand the role of the community in sustainable tourism development
- 5.3 Recognise the political and cultural structures that are required to engage the community in line with sustainable tourism principles

6. Evaluate the techniques available to the tourism industry (hotels, airlines, attractions and tour operators) to minimise environmental impacts from their operations

- 6.1 Recognise the environmental impact of tourism businesses in the accommodation, transport, tour operations and attractions sectors
- 6.2 Understand the principles involved in an environmental impact assessment or audit
- 6.3 Identify how businesses in these sectors can manage and reduce their environmental impacts in terms of energy efficiency and use, waste management, emissions, recycling, impact on other users
- 6.4 Identify the role of key stakeholders in minimising environmental impacts – employees, managers, consumers, suppliers, the local community

7. Recognise the key concepts in the planning of tourism facilities at national, regional, destination and site scales and provide international cases

- 7.1 Understand the principles of facilities planning at a national level – selection of a national sports stadium, candidate city for a mega-event
- 7.2 Understand the principles of facilities planning at a regional level – regional cultural event, regional airport
- 7.3 Understand the principles of facilities planning at a destination level – community use of sports facilities, local cultural festival, local transport system

7.4 Understand the principles of facilities planning at a project or site level – stakeholder analysis and impact in relation to a new hotel, airport terminal

8. Critically assess the role of public sector tourism and conservation agencies in the management of tourism resources

8.1 Understand the role of the public sector in TTH development and planning

8.2 Identify key public sector agencies

8.3 Recognise the public/private sector debate in TTH development from political, economic and cultural standpoints

8.4 Recognise the limitations in public sector management capability

9. Investigate the changes in destinations, societies and cultures which have resulted from tourism development to include tourist/host interrelationships (the demonstration effect, moral codes, language and cultural deterioration)

9.1 Critically assess the impacts of TTH development on communities and countries

9.2 Analyse how locations can change as a consequence of developments in TTH – positive and negative

9.3 Focus specifically on the impact of TTH on local culture and traditional societies

10. Discuss and classify the positive and negative impacts of tourism development

10.1 Link economic, socio-cultural and environmental impacts of TTH development

10.2 Recognise the interdependencies of these areas

10.3 Undertake case-based assessments of the benefits and negative impacts of tourism across all key areas

11. Assess the processes that integrate and engage stakeholders in participatory planning and consensus building

11.1 Understand the key elements of stakeholder theory (Freeman)

11.2 Apply stakeholder theory to TTH contexts – local, national and international

11.3 Understand the concepts of participatory planning and consensus building

11.4 Recognise the problems associated with participatory planning and consensus building in the context of TTH stakeholders

11.5 Understand the impact of culture on approaches to participatory planning and consensus building

12. Critically assess the interrelations between the characteristics of destination, types of development, types of tourists, and tourism impacts

12.1 Identify the key links between the characteristics of destination, types of development, types of tourists, and tourism impacts

12.2 Understand the interdependencies between the characteristics of destination, types of development, types of tourists, and tourism impacts

Assessment Criteria:

- Assessment method: written examination
- Length of examination: three hours
- Candidates should answer four questions from a choice of six, each question carrying equal marks

Recommended Reading

Dredge D, Jenkins J, *Tourism Planning and Policy* (2006), John Wiley
ISBN: 0470807768

Edgell D, *Tourism Policy and Planning. Yesterday, Today and Tomorrow* (2007), Butterworth-Heinemann
ISBN: 0750685573